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MEDIA RELEASE

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Virtual Simulation of the “Real World” Now Available to All Northern CA Teens

“JA Finance Park Virtual” Delivers Powerful Personal Finance and Career Readiness Lessons through an Innovative Virtual Platform—at No Cost to Students

WALNUT CREEK, CA (January 12, 2021) – Junior Achievement of Northern California is excited to announce the launch of a new version of its powerful personal finance program for teens: “JA Finance Park Virtual.” New for 2021, the online learning program offers a self-guided curriculum, allowing middle and high school students to complete the program’s interactive lessons anytime, anywhere.

With the move to JA’s self-guided platform, the program will now be available to all Northern California students in grades 7-12, with registration open now through early February. The program will conclude in April 2021, when participating students will complete the interactive online simulation “JA Finance Park” – an immersive simulation of real-world personal finance.

Prior to attending the virtual JA Finance Park simulation, registered students will access JA’s innovative online learning platform, where they will complete a series of interactive lessons and activities covering key concepts in career readiness and personal finance—the knowledge and skills needed to prepare teens for life in the “real world.” Students can sign in and access lessons anytime and complete each module at their own pace, a great option for busy families managing the challenges of remote learning.

In addition, JA-trained volunteers will be available for regular “drop-in” sessions via video conference, where they will help guide students through the program content and provide additional resources related to personal finance and career readiness.

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“JA Finance Park® is one of the most powerful programs we provide. The experience in the simulation, along with the self-paced lessons and the guidance of our volunteer mentors, empowers students to plan their career paths and make smart academic decisions,” said Cristene Burr, CEO of Junior Achievement of Northern CA. “While we have had to cancel all in-person programs this school year, JA Finance Park is a great example of our successful pivot to remote learning. We’re excited to offer this program to all students across our Northern California region.”

In previous school years, JA of Northern California has offered an in-person version of the JA Finance Park simulation to a limited number of partner schools. The release of the online, self-guided version represents the first time in the life of the program that the learning resources will be made available to all students. As with all JA economic empowerment programs, JA Finance Park Virtual is provided at no cost to students, schools, or families.

Interested parents and students can access more information on the program, and register to participate, at <https://tinyurl.com/JAFP-Virtual> or through the events tab at JA NorCal’s homepage: norcal.ja.org.

About Junior Achievement of Northern California

Junior Achievement of Northern California is one of 109 local JA organizations across the nation that collectively form the largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. JA programs – in the core content areas of work readiness, entrepreneurship and financial literacy – ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century. Junior Achievement of Northern California is part of Junior Achievement USA and operates in 26 Northern California counties. www.janorcal.org.

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